Globally, 4 Avon lipsticks and 2 Avon mascaras are sold every second. Avon has 90% brand recognition in most major markets around the world. Founded in 1886, Avon offered women the rare opportunity to earn their own money 34 years before women in the U.S. won the right to vote. Avon is the largest corporate supporter focused solely on women's issues across the globe. 200+ scientists and technicians work on every breakthrough. 60% of all Avon Associates around the world are women. The Avon Foundation launches its domestic violence program, “Speak Out Against Domestic Violence.” 2009 Avon unveils its new “Beauty for a Purpose” brand campaign. 2016 CPC issues its first brochure. 1886 Operations begin in Montreal, Canada, marking the company’s first international expansion. 1914 Avon launches Skin-So-Soft. 1929 The company is renamed Avon. 1939 In 1929, the Avon name and logo are first used on a cosmetics line. 1946 Avon goes public and is listed on the New York Stock Exchange in 1964. 1954 Avon begins operations in Venezuela, marking the company’s first overseas expansion. 1955 The Avon Foundation’s first grant is a single $400 scholarship. 1896 CPC’s first product is the Little Dot Perfume Set, five single-note fragrances – Lily of the Valley, Violet, Heliotrope, White Rose, and Hyacinth. 1957 The Avon Foundation is founded in the U.S. 1961 Avon starts selling jewelry and by 1975 becomes the biggest jewelry manufacturer in the world. 1971 Avon launches ANEW, becoming the first company to bring Alpha Hydroxy Acid (AHA) anti-aging technology to the mass market. 1972 Avon introduces the Breast Cancer Crusade in the U.S. by selling a Crusade pin to raise funds and awareness for breast cancer. 1978 The company introduces its first brochures in the U.S. and Canada. 1992 The company launches Avon Foundation’s first brochure. 1994 David H. McConnell founds the California Perfume Company (CPC) and hires Mrs. P.F.E. Albee to be his first Representative. 2004 The Avon Foundation introduces the Justice Institute on Gender-Based Violence. 2014 Avon now has more than 6 million Representatives. 2016 CPC issues its first brochure. 1896 1998 Since 2003, AVON 39 The Walk to End Breast Cancer has raised nearly $590 million through the dedication of 220,000 participants, including thousands of Avon Associates and Representatives. 2016 Avon celebrates its 130th anniversary. Avon Products, Inc. and New Avon LLC become two separate companies. 2016 With its patented BIOADVANCE skincare product, Avon is the first to use stabilized Retinol. 1978 Avon opens its 225,000-square-foot, state-of-the-art R&D facility in Suffern, New York. 2005 Avon and the Avon Foundation for Women reach $1 Billion milestone to causes for women contributed by Avon & Avon Foundation for Women.